

2010
SEATTLE STUDY CLUB
SYMPOSIUM



THE PHOENICIAN | SCOTTSDALE, ARIZONA | JANUARY 25-30

CONQUERING THE CHALLENGES OF EVERYDAY DENTISTRY: TRICKS OF THE TRADE

Real world dentistry is the focus of our 2010 Symposium. Most CE courses teach ideal dentistry and this works much of the time in practice. What is seldom taught, however, is what to do at the chair when things go awry and ideal techniques don't work. Our faculty members at the 2010 Symposium have been selected specifically because they are not only skilled in the "ideal" but also the "real." Each one of them is a master at finding simple and practical solutions to everyday challenges.

In addition, in the educational world we are taught how to achieve predictable clinical outcomes and are given specific instrumentation to bring about these results. Over years of practice, each clinician finds other ways to facilitate treatment – favorite techniques and special instruments that make life so much easier at the chair. These are the "tricks of the trade" that we will learn at the 2010 Symposium.

Our 2010 non-clinical program parallels the clinical program, as non-clinical attendees will learn new skills to help them conquer the challenges of everyday life. Caring for elderly parents is one of the biggest challenges that many of us are facing, with potentially alarming consequences to our personal finances, our physical well-being, and our mental health. Preparation and planning is key, and this will be one focus of the non-clinical program.

Although the subject of elder care is where we started when we began to select presenters for the 2010 non-clinical program, the multi-faceted educational program we ended up with reflects a much broader scope. From self-defense to self-fulfillment, the program is packed with interesting and relevant presentations.

I look forward to seeing everyone in Scottsdale this January. – Michael Cohen DDS MSD



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AT YOUR
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THURSDAY IS AT YOUR LEISURE



NON-CLINICAL PROGRAM

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MONDAY
25TH



CLINICAL
PROGRAM



Mr. Benjamin Zander started his early musical training with cello and composition lessons under the guidance of his father. At 15, he moved to Florence at the invitation of the great Spanish cello virtuoso, Gaspar Cassado, who became his teacher and mentor for the next five years. He completed his cello training

at the State Academy in Cologne, traveling extensively with Cassado and performing recitals and chamber music. In 1967, Zander joined the Faculty of the New England Conservatory, where he teaches his famous Interpretation Class, conducts the Youth Philharmonic Orchestra and regularly conducts the conservatory orchestras. He co-authored *The Art of Possibility* (Harvard Business School Press, 2000) with his partner, leading psychotherapist Rosamund Zander.



Dr. Sillas Duarte, Jr. is an associate professor in the Department of Comprehensive Care, Case Western Reserve University School of Dental Medicine in Cleveland, Ohio. He is the editor-in-chief of *Quintessence of Dental Technology (QDT)*. Dr. Duarte has served on the editorial boards of other

journals, and has lectured and performed hands-on courses nationally and internationally on aesthetic dentistry and adhesion. He was visiting faculty professor at University of Minnesota, School of Dentistry with a special research focus on bonding to dental structures, composites and ceramics. Dr. Duarte's scientific work has been supported by governmental and commercial grants and he serves as a consultant for several manufacturers.



Dr. Avishai Sadan is Dean of the University of Southern California School of Dentistry, where he also holds the G. Donald and Marian James Montgomery Dean's Chair in Dentistry. He is the former editor-in-chief of *Quintessence International* and *Quintessence of Dental Technology (QDT)*, has served

on the editorial boards of other journals, and has lectured and published nationally and internationally on aesthetic and implant dentistry and biomaterials. Dr. Sadan is a graduate of Hebrew University Hadassah School of Dental Medicine in Jerusalem, Israel where he also completed an internship in maxillofacial prosthodontics and oral medicine. He received his training in prosthodontics from Louisiana State University School of Dentistry, where he also completed a fellowship in prosthodontics emphasizing aesthetic and implant dentistry.



A METAPHOR FOR LEADERSHIP

Mr. Benjamin Zander

Our opening keynote will take the audience on a journey with a startling new perspective on leadership. The use of stories, music and concepts will incite a radical shift in perception. Fundamental changes in organizations are analyzed using the metaphor of the orchestra. Creativity, passion and the desire to contribute are basic human instincts waiting to be released. In this new model of leadership, the conductor sees his job as awakening the possibility in others. Mr. Zander brings a lifetime of experience conducting and teaching musicians to work this magic and overcome barriers in productivity. This is not a speech; it is an experience.

Upon completion of the presentation, attendees should be able to:

- Harness passion and creativity to increase leadership effectiveness.
- Overcome barriers to productivity.

COMPREHENSIVE AESTHETIC DENTISTRY

Dr. Avishai Sadan and Dr. Sillas Duarte, Jr.

With a conservative approach in mind, the restorative team should be able to provide patients with minimally invasive, highly aesthetic, long-lasting solutions. These solutions should take into consideration patient needs and desires, available materials, and clinical approaches. Novel conservative restorative techniques are able to combine a variety of treatment modalities for a large range of clinical situations. This presentation will review a systematic and scientific approach for selecting aesthetic treatment modalities based on original research data. Special emphasis will be given to techniques and new material design and selection.

Upon completion of the presentation, attendees should be able to:

- Execute an aesthetic treatment plan based on new research data.
- Employ existing and new ultraconservative treatment approaches.
- Adopt various adhesive protocols.



Keynote available to all registered attendees.

TRICKS OF THE TRADE 100-102

Dr. Michael Fling

Conquering the challenges of everyday dentistry can be daunting. This presentation will show techniques or tricks of the trade that can simplify challenges faced chairside everyday. The importance of demonstrating and utilizing PowerPoint Photo Album and XCPT in the consultation appointment will be discussed. Dr. Fling will teach simple techniques such as marking and trimming plastic abutments, including all necessary armamentarium. He will also show how this allows the manipulation and alteration of tissue for optimum aesthetics. He will also present a technique for customizing the impression abutment utilizing pattern resin modification that gives the lab an exact replica of the modified tissue to work with. Lastly, he will discuss treatment planning within the “envelope of parafunction,” examining seven steps for case evaluation followed by the introduction of a technique for registering these parameters on diagnostic study models.

Upon completion of the presentation, attendees should be able to:

- Create and manage a PowerPoint Photo Album for later use in consultations.
- Apply techniques learned for marking and altering temporary healing abutments.
- Understand how an exact replica of modified tissue is made for the lab.
- Identify the seven sequential steps of case evaluation.

USE OF THE NATURAL TOOTH AS A PROVISIONAL FOLLOWING EXTRACTION AND IMMEDIATE IMPLANT PLACEMENT IN EVERYDAY DENTISTRY

Dr. Bob Margeas

Provisionalization of implants following extraction and immediate placement can be difficult. This lecture will show numerous cases, step by step, that accomplish the most aesthetic results by using the patient’s extracted tooth and relining it on the abutment. Dr. Margeas will discuss how the patient’s anatomy and biotype influence the outcome and will teach techniques that can be implemented immediately into practice.

Upon completion of the presentation, attendees should be able to:

- Identify how to reline the natural tooth to use as a provisional restoration following implant placement.
- Understand when to safely provisionalize immediately following implant placement.
- Discover different techniques to screw-retain or cement provisionals.
- Consider the key determinants for predictable peri-implant gingival aesthetics.



Dr. Michael Fling began his career in dentistry in 1976 as a laboratory technician. Graduating from the University of Oklahoma (O.U.) College of Dentistry in 1984, he received the “Young Dentist of the Year Award” in 1988 from the Oklahoma Dental Association. In addition to maintaining a private practice with an emphasis on restorative dentistry, Dr. Fling lectures at O.U. College of Dentistry, serves as associate faculty at the L.D. Pankey Institute, is on staff with St. Anthony’s Hospital general residency program and teaches the Advance Education in General Dentistry (AEGD) residents at the O.U. College of Dentistry. He has also served as course director and clinical assistant professor in the Department of Fixed Prosthodontics at O.U. He recently completed the process to be awarded the title of Pankey Scholar.



Dr. Bob Margeas graduated from the University of Iowa College of Dentistry in 1986 and completed his AEGD residency the following year. He is currently an adjunct professor in the Department of Operative Dentistry at the University of Iowa. He is board certified by the American Board of Operative Dentistry, is a diplomate of the American Board of Aesthetic Dentistry, and a Fellow of the Academy of General Dentistry and International Team of Oral Implantologists (ITI). He lectures nationally and internationally on aesthetics and implant dentistry. He serves on the Editorial Advisory Board of Inside Dentistry, Compendium, and is a contributing editor to Dentistry Today and Oral Health in Canada. Dr. Margeas maintains a full-time private practice focusing on comprehensive, restorative and implant dentistry in Des Moines, Iowa.



Dr. Harold Menchel graduated from the University of Pennsylvania School of Dental Medicine in 1978. His practice is dedicated to treating TMD patients, medically compromised patients, and those with trigeminal neuralgia, headache, atypical facial pain, and rheumatologic disease. In

2000, Dr. Menchel achieved diplomate status in the American Board of Orofacial Pain, one of only five in the State of Florida and 250 worldwide. He is also a Fellow of the Academy of Orofacial Pain, a member of the American Headache Society and the American Academy of Sleep Dentistry, and Director of Occlusion and TMD for his affiliate Seattle Study Club in Boca Raton (DEAL). Dr. Menchel lectures regularly, with a goal of making all dentists more comfortable dealing with pain patients.



Dr. J. William Robbins maintains a full-time private practice and is clinical professor in the Department of General Dentistry at the University of Texas Health Science Center at San Antonio Dental School. He graduated from the University of Tennessee Dental School in 1973. He coauthored *Fundamentals of Operative Dentistry – A Contemporary Approach (Quintessence)*. Dr. Robbins received the Presidential Teaching Award at the University of Texas Health Science Center, the 2002 Texas Dentist of the Year Award, and the 2003 Honorary Thaddeus V. Weclaw Fellowship Award from the Academy of General Dentistry. He is a diplomate of both the Federal Services Board of General Dentistry and the American Board of General Dentistry and is a past president of the American Board of General Dentistry.

MAKING YOUR PRACTICE TMD PROOF: WHO TO TREAT, WHO NOT TO TREAT, HOW AND WHEN TO REFER. A NO-NONSENSE, PRACTICAL, EVIDENCE-BASED APPROACH

Dr. Harold Menchel

TMD patients will present in every dental practice. Although there are clear standards for TMD care, many dentists are not aware of them. To further complicate matters, dentists are not sure where to refer TMD patients with confidence. This often results in poor diagnosis and unfortunate outcomes for these patients. All dentists should be able to manage uncomplicated patients, but we also need to recognize those “red flag patients” who require more comprehensive care. During this presentation Dr. Menchel will share his many “pearls” gained through his 25 years of experience managing thousands of TMD patients. This insight will give us added confidence when we are faced with that “problem” patient. This course is essential for any dentist who is doing comprehensive full mouth care. The knowledge gained will help insure successful outcomes for patients and more importantly, help us avoid some major pitfalls. All points are demonstrated by case histories.

Upon completion of the presentation, attendees should be able to:

- Integrate the criteria necessary to determine whether to treat or refer TMD patients.
- Diagnose the cause of an unstable occlusion.
- Understand the importance of loss of vertical dimension related to TMD.
- Determine quickly and easily if a patient has a joint or muscle problem.

EVERYDAY DIAGNOSIS: ASKING THE RIGHT QUESTIONS

Dr. J. William Robbins

As Seattle Study Club members, we are forever discussing dento-facial diagnoses. Each of us has been exposed to several systematic approaches to interdisciplinary treatment planning. There are at least two problems associated with our current approach. First, we go from data collection to treatment planning, without having made a dento-facial diagnosis. Second, many of the systems are too complex and time consuming to use in everyday dentistry. The purpose of this lecture is to present an approach to dento-facial diagnoses which overcomes both of these shortcomings.

Upon completion of the presentation, attendees should be able to:

- Know the difference between Regional and Global Diagnoses.
- Define four Global Diagnoses.
- Use the five questions leading to a Global Diagnoses.
- List treatment options for each Global Diagnosis.

COMPLEX PROSTHODONTIC REHABILITATIONS: EVERYDAY CHALLENGES ON STEROIDS

Dr. Jeffrey S. Rouse

The challenges faced in complex interdisciplinary dentistry cases can feel overwhelming. Worn teeth are never in the right position to make the occlusion work correctly. It is easier to find Waldo than centric relation. Provisionals wear, fracture and do not work like the wax-up demonstrated. It takes five impressions to finally capture all of the teeth, and the laboratory cannot just “make it work.” Finally the case is delivered, and we still have to simply hope that the patient does not destroy it. This lecture will deliver a toolbox full of tricks that will improve the predictability of complicated restorative dentistry.

Upon completion of the presentation, attendees should be able to:

- Diagnose dentoalveolar extrusion and identify the need for pre-restorative orthodontic intrusion.
- Compare centric relation to other restorative positions and describe how to obtain a verifiable centric relation registration.
- Create provisionals that mimic the wax-up and transfer that information to the laboratory.
- Discover how to accomplish perfection in final crown and bridge impressions.

ACHIEVING IMPERCEPTIBLE ANTERIOR DIRECT RESIN COMPOSITE RESTORATIONS EVERYDAY

Dr. Marcos Vargas

Patients’ demands for aesthetic dentistry and conservative dentistry have emphasized the need to produce imperceptible anterior restorations. Resin composite materials with expanded shades, various opacities and improved handling have the potential to produce functional, long-lasting, cost-effective and highly aesthetic restorations in daily practice. This lecture will provide a clinically oriented step-by-step approach to using resin composites to predictably obtain superb aesthetic anterior direct restorations.

Upon completion of the presentation, attendees should be able to:

- Obtain proper shade selection for direct resin composite restorations.
- Achieve cavity preparations with an aesthetic end in mind.
- Integrate layered resin composite to obtain blending over the tooth.



Dr. Jeffrey S. Rouse maintains a private practice limited to prosthodontics in San Antonio, Texas. Dr. Rouse received his specialty certificate in prosthodontics from the University of Texas Health Science Center at San Antonio where he currently holds a position as clinical adjunct associate professor in the Department of Prosthodontics. He is a member of the American Academy of Restorative Dentistry, the Southwest Academy of Restorative Dentistry, and the American College of Prosthodontists. Dr. Rouse lectures internationally on topics ranging from dental aesthetics to complete dentures. He was appointed as a speaker for the American Dental Association Seminar Series in 2004. Dr. Rouse has published numerous journal articles and has contributed chapters on porcelain veneers and anterior ceramic crowns to a dental textbook.



Dr. Marcos Vargas graduated from the Cayetano Heredia University School of Dentistry in Lima, Peru in 1985. From 1990 to 1992, he was in the AEGD program at the Eastman Dental Center in Rochester, New York. Dr. Vargas received his certificate and Master’s degree in operative dentistry in 1994 at the University of Iowa, where he is currently an associate professor in the Department of Family Dentistry. His primary research interests are in the area of dental materials including glass ionomers, dentin bonding, composite resins and aesthetic dentistry. Dr. Vargas has been published extensively in the area of dental adhesion and resin composites for over 15 years. He maintains a private practice limited to operative dentistry with an emphasis on aesthetic dentistry.



Dr. Lorne Lavine is the founder and president of Dental Technology Consultants. A graduate of USC, he earned his DMD from Boston University and completed his residency at the Eastman Dental Center in Rochester, New York. He received his specialty training at the University of Washington and was

in private practice until founding DTC, a company that focuses on the specialized technological needs of the dental community. Dr. Lavine is a CompTia Certified A+ Computer Repair Technician, CompTia Network+ certified and will soon be a Microsoft Certified Systems Administrator. Dr. Lavine writes for many well-known industry publications and lectures across the country. He was the regular technology columnist for Dental Economics Magazine and is a member of the Speaking and Consulting Network.

SHOWCASE SPEAKERS:

Mr. Kirk Behrendt

Dr. Bob Gottlieb

Dr. Ray Kubisch

Dr. Kim Kutsch

Mr. Cal LeMon

Dr. Siggi Marquardt

Dr. David Martin Reznik

Dr. Eric Rindler

Dr. Robert Ritter

Dr. Brian Schroder

Dr. Marianne Urbanski

Dr. Raymond Yukna

SIX STEPS TO A PAPERLESS PRACTICE: TIPS AND TRICKS TO AVOID TRAPS AND TROUBLE

Dr. Lorne Lavine

The modern dental practice has evolved significantly over the past 15 years. In the late 1980s and early 1990s, the advent of both Windows-based practice management software and intraoral cameras helped to usher in the new era of modern dentistry. However, the transition has not been as quick or as comprehensive as originally predicted. There are a number of reasons for this. The cost of converting from paper-based to digital systems can be a considerable roadblock. More than the cost, many dentists cite difficulty in understanding the numerous systems and integration of these systems as the biggest hurdle. Few dentists want to make a \$50,000 mistake, and most do not have the information necessary to make knowledgeable decisions. One of the biggest obstacles for many practices is that they simply don't know where to start, or how to develop a game or "treatment plan" to add these various technologies to the practice without overwhelming both the staff and dentist.

Upon completion of the presentation, attendees should be able to:

- Develop a six-step plan for taking an office from a paper-based format to a digital one.
- Examine the components of the modern dental practice and make educated decisions necessary to start the process.

SPEAKER SHOWCASE

Finding a speaker whose presentations are valuable, with affordable honoraria, can be difficult. That is why after screening numerous potential candidates Dr. Cohen has selected 12 good prospects to showcase on Monday and Wednesday afternoon beginning at 1:30 pm. These showcases will feature 20-minute presentations, both clinical and non-clinical, to give attendees the ability to judge not only the content of these presentations but delivery as well. Speaker Showcase is available for any Symposium attendee, not just Directors and Coordinators. *Due to the format of the Speaker Showcase, continuing education credits are not available.*

TUESDAY
26TH





Mr. Jeffrey Gitomer is the president of Charlotte-based Buy Gitomer and TrainOne. He is the author of four best-selling sales books and runs an average of 120 sales seminars per year, including annual sales meetings and training programs on selling and customer service. His syndicated column

Sales Moves appears in more than 90 business newspapers, and is read by more than 4 million people every week. Jeffrey's monthly column appears in more than 25 trade publications and newsletters. In 1997, he was awarded the designation Certified Speaking Professional by the National Speakers Association and has been a contributor and featured expert in *Entrepreneur* and *Selling Power* magazines.



Dr. Carl E. Misch is currently a clinical professor and director of Oral Implantology at Temple University School of Dentistry. He is also clinical professor at the University of Michigan School of Dentistry (Periodontics); adjunct professor at the University of Alabama at Birmingham School of Engineering (Biomechanics); and clinical professor at the University of Detroit Mercy School of Dentistry (Prosthodontics).

Dr. Misch is the co-inventor of BioHorizons Dental Implant Systems. In 1984, Dr. Misch founded the Misch International Implant Institute, where he has trained over 3500 dentists. The first and second edition of *Contemporary Implant Dentistry*, (C.V. Mosby) have become the most popular books in dentistry and have been translated into several languages. His most recent text is *Dental Implant Prosthetics* (Elsevier-Mosby.)



THE VALUE OF LOYAL PATIENTS

Mr. Jeffrey Gitomer

What would happen if you lost 90 percent of your patients tomorrow? More importantly, what are you doing to keep them? This seminar will teach you how to make patients love you, keep them coming back, and tell everyone they know about you!

Upon completion of the presentation, attendees should be able to:

- Apply memorable actions to create loyal patients.
- Implement techniques to increase their business by earning referrals.
- Discover the importance of personal branding.

IMPLANT TREATMENT PLANNING: A BIOMECHANICAL RATIONALE

Dr. Carl E. Misch

The most common early loading failure in implant dentistry is in the softest bone types or when implants are shorter than 10 mm long. The primary cause of failure is biomechanical overload. Therefore, a treatment plan should have a biomechanical rationale to reduce the risk of failure. Once the key implant positions are determined, additional implants are used to decrease above average patient force factors, below average bone density, or when key implants cannot be inserted. This trick of the trade will reduce the number of failures seen in a practice.

Upon completion of the presentation, attendees should be able to:

- Discover the key implant positions based on biomechanics in an implant treatment plan.
- Learn the four initial guidelines of the key positions.
- Determine key implant positions and know when to use additional implants.



SOLVING THE DILEMMA OF CERVICAL LESIONS: WHEN TO GRAFT AND WHEN TO RESTORE

Dr. Edward P. Allen

The etiology and treatment of angular cervical tooth defects remains a controversial topic in current dental therapy. The treatment of these lesions is compounded when the cervical tooth lesion is accompanied by gingival recession. This lecture will present five variables associated with cervical lesions and a table of treatment guidelines to simplify the diagnosis and treatment of these troublesome lesions.

Upon completion of the presentation, attendees should be able to:

- Address variables for planning treatment of cervical lesions.
- Understand when soft tissue grafting should be performed for treatment of cervical lesions.
- Determine when restorations should be placed for treatment of cervical lesions.

IMPLANT POSITIONING IN THE AESTHETIC AREA: THE PROSTHETIC POINT OF VIEW

Dr. Stefano Gracis

The possibility of creating an aesthetic implant prosthesis depends on the availability of a sufficient volume of hard and soft tissues, as well as the correct positioning of the implant. This presentation will analyze the consequences on the appearance of the prosthesis and on soft tissue stability when the hard and soft tissue conditions are not ideal or when a mistake is made in the 3-dimensional implant placement. The importance of proper pre-surgical planning will be addressed through description of different clinical cases. The limits that the prosthodontist faces when fabricating implant restorations will be illustrated in cases where the mesio-distal, bucco-lingual or apico-coronal positioning was compromised.

Upon completion of the presentation, attendees should be able to:

- Discover what the options are when there is an insufficient tooth-to-implant or implant-to-implant distance.
- Understand the consequences of an excessively buccally inclined implant on the implant abutment profile and the restoration.
- Identify the restorative options when the implant is placed too superficial or when the occluso-apical space for the restoration is limited.



Dr. Edward P. Allen is founder and director of the Center for Advanced Dental Education in Dallas, Texas where he teaches surgical technique courses. He is past president of the American Academy of Esthetic Dentistry, the American Academy of Restorative Dentistry and the American Academy of Periodontology Foundation. He currently serves as the Periodontal Section Editor for the Journal of Esthetic Dentistry, and he also serves on the Editorial Boards of the Journal of Periodontology and the International Journal of Periodontics and Restorative Dentistry. Dr. Allen received the Distinguished Alumnus Award from the Baylor College of Dentistry Periodontics Residency Program, the Master Clinician Award from the American Academy of Periodontology and the President's Award from the American Academy of Esthetic Dentistry for Excellence in Dental Education.



Dr. Stefano Gracis received his DMD degree in 1986 from the University of Pennsylvania, and in 1987 from the University of Pavia, Italy. In 1990, he obtained a certificate in prosthodontics with an MSD degree at the University of Washington. Currently he maintains a private practice in Milan, Italy, limited to prosthodontics and restorative dentistry. He is a member of the European Academy of Esthetic Dentistry (EAED) and the Italian Academy of Prosthetic Dentistry (AIOP) for which he was President 2007-2008. He is on the Editorial Board of the International Journal of Prosthodontics, European Journal of Esthetic Dentistry and European Journal of Oral Implantology. He lectures frequently on topics related to fixed and implant prosthodontics, and has also authored articles on those subjects.



As a Seattle Study Club member for over 10 years, Dr. Glenn Krieger is in a unique position to relate to member dentists in a simple, non-confrontational way. A practicing restorative dentist, Dr. Krieger shows attendees how excellent clinical photography is one of the cornerstones of team-based

comprehensive treatment planning. Clear, well-composed images can be excellent tools for case documentation, patient education and group treatment planning. However, extraordinary clinical photography doesn't just happen by accident. Dr. Krieger demonstrates how any doctor can change his or her practice by taking exceptional clinical images using a stepwise approach and a simple armamentarium. There are many ways in which today's technological advances can be merged with proven, non-digital techniques. Dr. Krieger enjoys helping foster a better specialist/generalist relationship by showing dentists how to share relevant clinical information in a clear, concise way, using his own cases as examples. His entertaining and energetic style has twice earned him a designation as one of the top 100 clinicians in CE by Dentistry Today. He also serves as a Restorative Advisor to Great Blue Heron Seminars and the Renaissance Study Club, both of which are affiliates of the Seattle Study Club. Dr. Krieger is also the former Clinical Editor of the SSC Journal.

OPTIONAL PROGRAM:

CLINICAL PHOTOGRAPHY WORKSHOP FOR INCREASED CASE ACCEPTANCE

Dr. Glenn Krieger

Now, more than ever before, dentists are seeking ways to effectively communicate with patients for increased case acceptance. One of the most important tools for the diagnosis and case presentation of interdisciplinary care is excellent clinical photography. Dentists who properly use this technology report considerably higher case acceptance after adopting it as a standard part of their practices. Great images also allow clinicians to consistently diagnose more thoroughly and collaborate with colleagues at a higher level; however, exceptional clinical images simply don't happen by accident.

Join international lecturer Dr. Glenn Krieger for a half-day workshop that is sure to change the way we practice. Named several times by Dentistry Today as one of the "Top Clinicians in CE," Dr. Krieger will show us hands-on tips to help make clinical photography a regular part of practice. This workshop will change the way clinical photography is viewed with a goal of making attendees comfortable with the way they capture images.

Don't own a camera? No problem. Dr. Krieger will provide attendees with state-of-the-art cameras to use, along with mirrors and retractors that have been specifically designed by Dr. Krieger after observing thousands of students capture images.

During this 3½ hour hands-on workshop, with live models, Dr. Krieger will also share tips and verbal skills learned while integrating photography as a vital part of his restorative practice to diagnose and treatment plan more effectively and see patients accept more care.

Upon completion of the presentation, attendees should be able to:

- Recognize different camera types and understand which is best for clinical photography.
- Understand simple techniques that allow one person to capture an entire set of exquisite images, without assistance, in less than 10 minutes with almost any camera.
- Capture a set of images with hands-on instruction by Dr. Krieger using current state-of-the-art digital cameras.
- Understand how to motivate patients to accept your best care using digital photography.

As a Symposium registrant, you have the opportunity to participate in this optional workshop for only \$595 per person. This course is limited to 15 participants and will be offered on a first come, first served basis. Up to 3.0 additional CE credits will be available. All attendees of this workshop will receive a complimentary copy of Dr. Glenn Krieger's DVD "Exquisite Clinical Photography Made Easy" (a \$225 value).

WEDNESDAY
27TH





Ms. Joy Loverde is recognized as one of the leading experts on successful aging and family caregiving. Her book, *The Complete Eldercare Planner*, reflects the depth of her understanding and compassion for the needs of older Americans. With over 25 years of experience as a media spokesperson, Joy's appearances include the *Today Show*, *CBS Early Show*, *CNN Headline News*, *Fox News*, *National Public Radio* and others. During her career, Joy has been quoted in the *Wall Street Journal*, *Washington Post*, *LA Times*, *Kiplinger's Retirement Report*, and *HR Magazine*. *USA TODAY* ran a four-part series on Joy's eldercare programs. Joy founded Silvercare Productions, a mature-market communications firm in 1989, and serves as a consultant to human resource professionals, attorneys, financial planners, clergy, retirement-housing directors, and other members of the fast-growing eldercare industry.

Dr. Lesley David is an oral and maxillofacial surgeon who received her dental degree from McGill University in Montreal, Canada and pursued oral and maxillofacial surgery at the University of Toronto. In addition to maintaining a private practice in Toronto, Dr. David is also a staff surgeon at the University of Toronto in the Graduate Implant Prosthodontic Unit, an associate staff in the Oral and Maxillofacial Surgery Department at the University of Toronto, and is on staff at the Mt. Sinai Hospital, the Credit Valley Hospital, and the Trillium Hospital. She is a fellow and an examiner for the Royal College of Dentists of Canada in Oral and Maxillofacial Surgery. Dr. David lectures nationally and internationally on various implant dentistry topics.



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A TIDAL WAVE OF CHANGE: CARING FOR ELDERS IN THE PRACTICE AND AT HOME

Ms. Joy Loverde

There's a demographic tsunami poised to wash over the U.S., Canada and most other developed nations, as over the next 15 years the worldwide baby boomer generation enters retirement. While some argue that the impact of this demographic shift is being over-stated, one thing is for certain: eldercare issues will become increasingly significant to our economy, our practices, and our personal lives in years to come. Understanding the needs and wants of elders and being able to communicate with them, their caretakers and their family members is essential. This is true whether we are caring for elderly dental patients in the practice or dealing with our own parents' aging and care issues.

Upon completion of the presentation, attendees should be able to:

- Understand what elders want and how to communicate with them.
- Determine when it is time to get help for an elder.
- Learn the essential questions to ask regarding caregiving.

ORAL AND MAXILLOFACIAL SURGERY MADE EASIER

Dr. Lesley David

Oral and maxillofacial surgery can sometimes be challenging in everyday general practice. Learning to recognize what is within one's scope of practice will facilitate positive outcomes for both the dentist and patient. This presentation will help the clinician gain a better understanding of "red alerts" with regard to basic dentoalveolar surgery. Dr. David will also review diagnosis and treatment planning pertaining to common oral and maxillofacial topics including dentoalveolar surgery and infections. Surgical challenges with which clinicians may be faced will be addressed as well as useful "tricks" to deal with these common situations. This presentation will review various basic surgical procedures to enable surgical interventions with greater ease. In addition post-operative management to allow optimum patient recovery and care will be discussed.

Upon completion of the presentation, attendees should be able to:

- Consider common oral and maxillofacial surgical procedures with which the general practitioner is faced.
- Recognize diagnostic skills and risk factors that allow safe and predictable management of patients.
- Discover surgical principles that can be easily incorporated into everyday practice.
- Identify "red alerts" in oral and maxillofacial surgery.



THE ADVANTAGES OF THE ROOT SUBMERGENCE TECHNIQUE FOR PONTIC SITE ENHANCEMENT

Dr. Maurice Salama

A single tooth implant has a high potential for a successful aesthetic result. However, it remains most challenging to our profession to provide similar aesthetics for adjacent multiple teeth replacement. This is because the reconstruction of an interdental papilla between adjacent implants is difficult due to alveolar bone remodeling following extraction. Inserting a pontic preserves more of the underlying bone and thickens the soft tissue frame helping to create an interdental papilla. By maintaining the natural tooth root through the root submergence technique (RST) we are better able to preserve a much greater amount of surrounding tissue than the more commonly used socket preservation technique. This presentation describes the RST strategy and why it can predictably provide a more aesthetic implant result for multiple tooth replacement cases.

Upon completion of the presentation, attendees should be able to:

- Diagnose and classify the implant recipient site.
- Describe the preservation techniques utilized in tooth replacement.
- Manage the pontic site through root submergence.

CASE PLANNING SESSION

Dr. Maurice Salama

INVESTMENT TRENDS AND STRATEGY: NAVIGATING UNCHARTED WATERS

Mr. Darrell Cain

This presentation will provide an update on the current financial times, and will span topics related to mega trends, world events, the new administration in Washington D.C., U.S. and world demographic changes. The topics presented are crucial in the day-to-day business of financial planning and can significantly impact an individual's potential success by influencing the ability to accumulate wealth, provide income in retirement and allocate investments. These issues are constantly changing and require consistent analysis, due diligence and action on the part of advisors.

Upon completion of the presentation, attendees should be able to:

- Acquire a greater understanding of the world economy and its effect on personal financial planning issues.
- Approach an advisor regarding investment portfolio allocations that may take advantage of these future mega trends.
- Find insight into future investment risks and how to take advantage of these unprecedented times.



Dr. Maurice A. Salama is a 1985 graduate of the State University of New York at Binghamton (Biology). He received his DMD from the University of Pennsylvania School of Dental Medicine, where he later also received certification in orthodontics and periodontics. His implant training was completed at the Brånemark Center at Penn. Dr. Salama is a partner of Team Atlanta, which includes Drs. David Garber, Ronald Goldstein and his brother, Henry Salama. This group has an international reputation for interdisciplinary care and dental education, and has published hundreds of articles and several textbooks. He is a member in the American Association of Orthodontists, the American Academy of Periodontics, the Academy of Osseointegration, the American Academy of Esthetic Dentistry, and the American Academy of Implant Dentistry.



Mr. Darrell Cain is President of CAIN, WATERS & ASSOCIATES, P.L.L.C., a "fee only" certified public accounting firm located in Dallas, Texas. Mr. Cain has designed financial plans for approximately 1,400 dental professionals across the country to take advantage of their earning power. He received his BBA and MPA from Baylor University in Waco, Texas. Mr. Cain is a member of the Texas Society of Certified Public Accountants and is a registered investment advisor with the Securities and Exchange Commission. Additionally, he is a Certified Valuation Analyst.



FRIDAY
29TH





Dr. Eric Van Dooren attended the Katholieke Universiteit Leuven, Belgium, where he received his degree in dentistry in 1982. After graduating, he opened a private practice in Antwerp, Belgium, which is limited to periodontics, fixed prosthodontics and implants. Currently, Dr. Van Dooren is

an active member of the European Academy of Esthetic Dentistry and a member of the editorial staff of *Teamwork and Practical Procedures and Aesthetic Dentistry*. Dr. Van Dooren lectures nationally and internationally, mainly on aesthetics, implants and aesthetic periodontal surgery. He has published several articles in international journals and coauthored *The Art of the Smile*, published by Quintessence.



Dr. Joseph Kan completed his training in prosthodontics and received a Master's degree in implant dentistry from Loma Linda University School of Dentistry (LLUSD) in 1997. He is currently a professor in the Department of Restorative Dentistry LLUSD. He also maintains a private practice limited to

prosthodontics and implant surgery. In 1997, Dr. Kan was the recipient of the Best Research Award from the Academy of Osseointegration. He received the Judson C. Hinckey Award from the *Journal of Prosthetic Dentistry* in 2003 and the Robert James Implant Achievement Award in 2005. Dr. Kan is on the *Periodontology/Implantology Editorial Board of Practical Periodontics & Aesthetic Dentistry*. He has published over 45 articles and chapters in various textbooks.

CONQUERING THE CHALLENGE OF MINOR AND MAJOR DEFECTS IN THE AESTHETIC ZONE: IMPROVING THE RESULTS WITH TEAMWORK

Dr. Eric Van Dooren

Minor and major defects in the aesthetic zone often confront dentists with the limitations of the periodontal and prosthetic treatment options. It is important to understand these limitations. Proper diagnosis, analysis and treatment planning will minimize failures, and teamwork is essential in this part of the therapy. This lecture will focus on the dentist's communication with the lab technician and the patient in order to maximize the final result. Once the treatment plan is established it is important to minimize treatment time and trauma. Choosing the proper prosthetic components in restorations is crucial to achieving state-of-the-art aesthetic and functional results.

Upon completion of the presentation, attendees should be able to:

- Improve flow of treatment and treatment time.
- Establish a protocol for analyzing the problem.
- Evaluate prosthodontic and periodontal implications of treatment planning.
- Understand how to improve aesthetic outcomes with state-of-the-art restorations.

PREDICTABLE ANTERIOR IMPLANT PAPILLA AESTHETICS: SCIENCE, ART AND LIMITATIONS

Dr. Joseph Kan

Conquering the challenge of achieving anterior implant aesthetics is demanding and difficult. To create implant restorations with harmonious gingival contours that emulate nature is a fusion of science and art. Understanding the biologic and physiologic limitations of the soft and hard tissue will facilitate predictability in simple to complex aesthetic situations. This presentation will focus on current implant treatment philosophies and methodologies for papilla management around single and multiple adjacent implants in the aesthetic zone. Equal emphasis will be placed on diagnosis, treatment planning, and surgical and prosthetic management of soft and hard tissue for anterior implant papilla aesthetics.

Upon completion of the presentation, attendees should be able to:

- Identify prognostic variables for anterior implant papilla aesthetics.
- Manage papillae around single and multiple implants.
- Understand if papilla reconstruction works.



LET THE MIND GAMES BEGIN

The Evasons

Some things in life just can't be explained. Get psyched as this world-renowned mentalist duo unleashes powers of the paranormal in a mind-blowing mentalist show. The Evasons have amazed audiences worldwide with their incredible feats of ESP, telepathy and levitation, as well as a slick blend of mind magic and much-needed comic relief. This session will generate enthusiasm and laughter unlike anything ever witnessed. This team is intelligent, sophisticated and focused on fun. It's the ultimate interactive show, taking audience participation to a new dimension where seeing is believing.

PROBLEM SOLVING WORKSHOP

Problem solving workshops are one of the most effective educational opportunities we have at our fingertips. Normally this type of session allows for the discussion of daily issues or concerns with fellow study club members. At this problem solving workshop, attendees will be assigned to a table of eight, providing the opportunity to interact face-to-face with seven other members from around the country. Each member will bring one pressing clinical problem or issue to the table. The group will then have 15 minutes to develop solutions or strategies for each issue that is presented.

Upon completion of the presentation, attendees should be able to:

- Develop solutions to problems faced in the practice.
- Relate clinical knowledge with professional peers.

ARE THE CURRENT ENDPOINTS OF SUCCESS IN PLASTIC SURGICAL PROCEDURES STILL UP TO DATE?

Dr. Rino Burkhardt

The demands concerning aesthetic outcome after plastic surgical procedures have increased in the last decade. There are a few studies that qualify and quantify the relevant outcome variables. The aim of this lecture is to evaluate the results of well-know procedures in plastic periodontal surgery. Additionally, new criteria will be discussed involving scar formation, surface structure and color adaptation of the oral mucosa. An insight into the molecular interactions of wound healing sheds light on the healing pattern and explains how to avoid impaired aesthetic results. We will discuss aesthetic implant failures and together we will evaluate whether we can transfer the results from teeth with its periodontium to the osseointegrated implants.

Upon completion of the presentation, attendees should be able to:

- Discover how flap tension affects our result in surgical procedures.
- Understand how to reduce scar formation in plastic periodontal surgery.
- Identify how to achieve primary wound closure without mobilizing the muco-gingival junction.
- List treatment options for aesthetic implant failures.



Since 1983, this internationally acclaimed husband and wife mentalist duo have astounded audiences in over 35 countries with their extraordinary talents. As recipients of some of the top awards in their field, Jeff and Tessa Evason are considered the top mentalist duo in the world. At the World Magic

Seminar in Las Vegas, Siegfried & Roy presented them the SARMOTI Award as their favorite act. In 2003, they received the first Mentalism Award presented by the prestigious Milbourne Christopher Foundation, and the Psychic Entertainers Association honored them with the Dunninger Award for Excellence in the Performance of Mentalism. Their stylish presentation and stunning showcase of talent has earned them the distinction of being quite simply the most amazing mind readers ever seen!



Dr. Rino Burkhardt graduated from the University of Zurich and received his doctorate from the Medical Faculty of the same university. He is an EFP (European Federation of Periodontology) certified specialist in periodontology and received his Master's degree from the Medical Faculty of the Univer-

sity of Berne (MAS in Periodontology). He maintains a private practice in Zurich, limited to periodontology and implantology. Additionally he acts as an associate professor at the University of Zurich and honorary associate professor at the University of Hong Kong. His active member of the European Academy of Esthetic Dentistry (EAED), the European Association for Osseointegration (EAO), the Swiss Society of Periodontology (SSP) and board member of the Swiss Society of Implantology (SGI).





SATURDAY
30TH





Laugh 'til you cry. Learn 'til you change. These are the only rules that apply at a Bruce Christopher presentation. At the heart of it all, what separates Bruce from the pack is his outrageously funny dynamic delivery of today's hot topics. Bruce inspires audiences internationally by giving

them real, immediate solutions for change without fluff and hype. Bruce has spoken at the prestigious Million Dollar Round Table Conference, London's Royal College of Surgeons, and the Mayo Clinic. He is a practicing supervising clinical psychologist holding degrees in Professional Psychology and Interpersonal Communications. He speaks over 150 times each year and is one of today's most sought after speakers in the Fortune 500 and numerous prestigious medical and dental conferences.



Dr. Anthony G. Sclar is a world-wide leader in reconstructive and aesthetic dental implant surgery. In private practice at South Florida OMS since 1989, he is the founder of Integrated Seminars and Director of Education at the Sclar Center for Empowered Dental Implant Learning. In addition

to publishing numerous journal articles and textbook chapters pertaining to dental implant surgery, Dr. Sclar authored the hallmark, multi-language textbook, *Soft Tissue and Esthetic Considerations in Implant Therapy* (Quintessence, 2003). A dedicated professional, Dr. Sclar serves as an editor for the dental implant surgery section of the *Journal of Oral and Maxillofacial Surgery* and is the Director of Clinical Research and Post Graduate Dental Implant Surgery in the department of Oral and Maxillofacial Surgery at Nova Southeastern University School of Dentistry.



LEAP! THE NET WILL APPEAR: SECRETS OF OPTIMISTIC POWER

Mr. Bruce Christopher

As practices attempt to achieve their goals no barriers are greater than attitude, self-esteem and team enthusiasm. This humorous and highly interactive session will help practices leap from procrastination and crash through the comfort zone. There are three kinds of people: those that make things happen, those that watch things happen, and those that say, "What happened?" Attendees will learn how to make fears disappear, visualize goals, move forward and have fun doing it! Using a unique style of "comedy with content" Bruce will explore six essential ingredients for success that every practice will need to develop to pull ahead of the rest of the pack.

Upon completion of the presentation, attendees should be able to:

- Identify the power of a positive attitude and how it will increase practice performance.
- Discover how to crash through comfort zones for greater success.
- Apply the secrets only optimists know to create opportunities out of obstacles.

AESTHETIC IMPLANT THERAPY: SITE PRESERVATION AND RECONSTRUCTION

Dr. Anthony Sclar

This presentation will bring to light the essentials on achieving and maintaining natural aesthetic outcomes in implant therapy, including patient evaluation, aesthetic risk assessment, use of the "Bio-Col" ridge preservation technique, strategic sequencing of implant site development procedures and use of precise biologically compatible surgical and prosthetic protocols. Straightforward to complex case scenarios will be used to demonstrate the "tricks" required to predictably achieve pleasing aesthetic outcomes.

Upon completion of the presentation, attendees should be able to:

- Understand the principles involved in avoiding and managing aesthetic complications.
- Discover how to achieve and maintain natural aesthetic outcomes in implant therapy.

ORAL PLASTIC SURGERY FOR THE IMPLANT PATIENT

Dr. Anthony Sclar (For Surgeons)

This presentation will review the anatomic basis and biologic basis of oral plastic surgery in implant therapy. Didactic and clinical case examples will be used to provide an overview of "how, when and where" to perform contemporary oral soft tissue grafting and oral plastic surgery procedures to enhance both function and aesthetics around dental implant replacements and the natural dentition.

Upon completion of the presentation, attendees should be able to:

- Cite the anatomic basis and biologic basis of oral plastic surgery.
- Identify the surgical principles for application of oral plastic surgery in implant therapy.



AESTHETIC AND FUNCTIONAL REHABILITATION OF WORN DENTITION USING BONDED TOOTH-COLORED RESTORATIONS

Dr. Daniel Edelhoff (For General Dentists)

Severe tooth wear is perceived as an ever-increasing problem, especially in young patients. Dentists have to manage the question of when to start an adequate treatment modality. This lecture will present a restorative approach following a strict protocol in team communication between dentist and dental technician to economize tooth structure removal according to material requirements. Innovative CAD/CAM-fabricated high-density polymers offer new treatment options for long-term provisional restorations as a test drive of the final restoration. Dr. Edelhoff will provide treatment concepts utilizing technology as an important component for rehabilitation.

Upon completion of the presentation, attendees should be able to:

- Manage tooth structure removal according to a diagnostic template.
- Identify the key elements of team communication to create predictable results in VDO change.
- Understand material selection criteria for adequate use of CAD/CAM-fabricated bonded long-term provisional restorations.
- Discover the aesthetic/functional potential and limitations of newly introduced restorative materials.

DENTAL AESTHETICS: BIOMETRIC DETERMINANTS FOR ANTERIOR TEETH, GINGIVA AND IMPLANTS

Dr. Stephen Chu (For General Dentists)

Comprehensive treatment planning of the aesthetic restorative case can be challenging. The key to success is to understand and develop predictable strategies in patient care. During this presentation we will discover how to analyze tooth size discrepancies quickly, easily and predictably and learn how this relates to spacing and gingival architecture problems. Solutions will focus on interdisciplinary treatment, including orthodontics, periodontics and restorative dentistry. Dr. Chu will present a unique perspective designed to satisfy patients' and clinicians' needs and expectations. He will cover the conceptual development and utility of new innovative measurement instrumentation.

Upon completion of the presentation, attendees should be able to:

- Identify tooth size discrepancies involving width, length and combination deformities.
- Diagnose and predictably treat gingival discrepancies involving excessive display and short clinical crowns.
- Understand space management issues involving edentulous sites for implant placement.
- Develop strategies for edentulous sites and sockets.



Dr. Daniel Edelhoff received a CDT degree from the Dental Technician School in Düsseldorf, Germany, and a DMD degree from the University of Aachen, Germany in 1994, where he also received a PhD in 2003. He was a visiting professor at Oregon Health and Sciences University, Portland, Oregon from 1999 to 2001. Currently, he is a Tenured Associate Professor at the Department of Prosthodontics and Dental Material Sciences at the Ludwig-Maximilians-University in Munich. Dr. Edelhoff is a board certified specialist in prosthodontics and holds memberships in the German Society of Oral and Maxillofacial Medicine and the German Society of Prosthetic Dentistry and Material Sciences (DGZPW), where he also sits on the advisory board. He is on the managing committee of the German Association of Oral Implantology (DGI).



Dr. Stephen Chu is a clinical associate professor and director of the Advanced CDE Program in Aesthetic Dentistry at New York University College of Dentistry. He has been the primary author of several articles and book chapters, has co-authored two textbooks and has given over 100 lectures both domestically and internationally. Dr. Chu is Prosthodontics Section Editor of *Practical Procedures and Aesthetic Dentistry*, and is on the editorial review board of the *Journal of Esthetic and Restorative Dentistry* and the *European Journal of Esthetic Dentistry*. Dr. Chu is the creator of Chu's Aesthetic Gauges manufactured by the Hu-Friedy Co., Inc.



NON-CLINICAL PROGRAM

MONDAY 25TH



Mr. Benjamin Zander started his early musical training with cello and composition lessons under the guidance of his father. At 15, he moved to Florence at the invitation of the great Spanish cello virtuoso, Gaspar Cassado, who became his teacher and mentor for the next five years. He completed his cello training

*at the State Academy in Cologne, traveling extensively with Cassado and performing recitals and chamber music. In 1967, Zander joined the Faculty of the New England Conservatory, where he teaches his famous Interpretation Class, conducts the Youth Philharmonic Orchestra and regularly conducts the conservatory orchestras. He co-authored *The Art of Possibility* (Harvard Business School Press, 2000) with his partner, leading psychotherapist Rosamund Zander.*

Following Mr. Benjamin Zander's morning keynote, non-clinical attendees signed up for the non-clinical program have the option to attend the clinical lineup for the day (pages 5 to 9) or participate in the half-day guided hiking excursion at the McDowell-Sonoran Preserve.



A METAPHOR FOR LEADERSHIP

Mr. Benjamin Zander, Page 5

MCDOWELL-SONORAN PRESERVE

Hike & Lunch

Our goal for the 2010 non-clinical program is to provide participants with the tools and resources they need to restore serenity and sanity to their own lives when all around them is chaos. Taking time for oneself is crucial to achieving balance and harmony, particularly when dealing with situations that create chronic stress. Our week therefore, begins with a half-day activity designed to reduce stress and improve well-being. We will take this time to appreciate the beauty of the desert while learning about its unique inhabitants on a mind-clearing hike. Join friends new and old as our hiking guides and local experts take us on a fun, exciting adventure in the McDowell-Sonoran Preserve. Don't miss out on a journey that is more important than the destination, but where the destination is well worth the trek.

Transportation, trekking poles, backpacks, water and lunch provided. This activity is suitable for individuals with a variety of fitness levels. Our guides will divide us into groups to meet the needs of those who wish to hike faster or slower.



TUESDAY 26TH



Mr. Jeffrey Gitomer is the president of Charlotte-based Buy Gitomer and TrainOne. He is the author of four best-selling sales books and runs an average of 120 sales seminars per year, including annual sales meetings and training programs on selling and customer service. His syndicated column

Sales Moves appears in more than 90 business newspapers, and is read by more than 4 million people every week. Jeffrey's monthly column appears in more than 25 trade publications and newsletters. In 1997, he was awarded the designation Certified Speaking Professional by the National Speakers Association and has been a contributor and featured expert in Entrepreneur and Selling Power magazines.



Ms. Janice Hurley-Trailor, the Image Expert, magnifies the power of your personal presence to open doors for your success. In over twenty years of training corporations to build unified, professional, and effective teams, she has addressed every business detail, including the clients' first perceptions

of a company and its team members. Her professional presence coaching and business etiquette training dramatically improved personal and corporate success. This led to individual requests for image consultations. She is an active member of the National Speakers Association, writes for national publications, and consults with individuals who are ready to accurately portray themselves.



Corporate America's Personal Security Trainer and Consultant since 1986, Mike Hayashi, M. Ed., has delivered powerful seminars to over 350,000 men and women, 250 universities, myriad associations and various Fortune 500 companies. He holds a Master's in Education and a 5th

degree black belt in karate, and he has authored articles, videos, and an interactive CD-ROM. Mike addresses the most important aspects of how to stay safe, along with the psychology to handle confrontations successfully. Additionally, Mike instructs participants to develop the practical and effective physical skills, as well as the "winning" mindset, needed to control fear and panic.



THE VALUE OF LOYAL PATIENTS

Mr. Jeffrey Gitomer, Page 11

OPEN UP AND SAY, "YES!"

Mr. Jeffrey Gitomer

Customer loyalty is the measure of your present and future success. How do you keep your customers loyal? What differentiates your business from others? This interactive session will help you uncover what your customers really want – and will teach you how to exceed their expectations.

Upon completion of the presentation, attendees should be able to:

- Identify the needs and wants of customers.
- Employ best practices for a successful business.
- Demonstrate an understanding of the value of customer loyalty.

LOOK LIKE A MILLION WITHOUT SPENDING IT

Ms. Janice Hurley-Trailor

This interactive workshop is filled with real-world solutions to the challenges we face in our closets every day. Janice Hurley-Trailor will help us identify how individual poise and self-image affects both personal and practice success. We will then learn how to avoid the most common image mistakes and shop with confidence to get the perfect fit every time.

Upon completion of the presentation, attendees should be able to:

- Apply self-image concepts to polish their personal presence.
- Distinguish styles that look best on them.
- Effectively manage their closet inventory.

SELF-DEFENSE WORKSHOP: A WOMAN'S PLACE IS IN CONTROL

Mr. Mike Hayashi

Designed specifically for women, this program goes beyond the fundamental principles to explain how to handle sexual assault situations. Given the rising epidemic of violent crimes against women in the U.S. for the past decade, this is a self-defense program women should not miss.

Upon completion of the presentation, attendees should be able to:

- Avoid being one of the top two targets for violent crimes.
- Employ counterattacks to common scenarios.
- Discover bottom-line concepts and self-tests for potential risks.





Ms. Joy Loverde is recognized as one of the leading experts on successful aging and family caregiving. Her book, The Complete Eldercare Planner, reflects the depth of her understanding and compassion for the needs of older Americans. With over 25 years of experience as a media spokesperson, Joy's appearances include the Today Show, CBS Early Show, CNN Headline News, Fox News, National Public Radio and others. During her career, Joy has been quoted in the Wall Street Journal, Washington Post, LA Times, Kiplinger's Retirement Report, and HR Magazine. USA TODAY ran a four-part series on Joy's eldercare programs. Joy founded Silvercare Productions, a mature-market communications firm in 1989, and serves as a consultant to human resource professionals, attorneys, financial planners, clergy, retirement-housing directors, and other members of the fast-growing eldercare industry.

Corporate America's Personal Security Trainer and Consultant since 1986, Mike Hayashi, M. Ed., has delivered powerful seminars to over 350,000 men and women, 250 universities, myriad associations and various Fortune 500 companies. He holds a Master's in Education and a 5th degree black belt in karate, and he has authored articles, videos, and an interactive CD-ROM. Mike addresses the most important aspects of how to stay safe, along with the psychology to handle confrontations successfully. Additionally, Mike instructs participants to develop the practical and effective physical skills, as well as the "winning" mindset, needed to control fear and panic.



Mr. Darrell Cain is President of CAIN, WATTERS & ASSOCIATES, P.L.L.C., a "fee only" certified public accounting firm located in Dallas, Texas. Mr. Cain has designed financial plans for approximately 1,400 dental professionals across the country to take advantage of their earning power. He received his BBA and MPA from Baylor University in Waco, Texas. Mr. Cain is a member of the Texas Society of Certified Public Accountants and is a registered investment advisor with the Securities and Exchange Commission. Additionally, he is a Certified Valuation Analyst.

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A TIDAL WAVE OF CHANGE: CARING FOR ELDERERS IN THE PRACTICE AND AT HOME

Ms. Joy Loverde, Page 15

ARE YOU READY? CARING FOR AGING PARENTS AND LOVED ONES

Ms. Joy Loverde

This workshop is geared for those who are or may one day be involved in providing care or support to family members, friends or others. More than 50 million Americans are caregivers and do not define themselves as such, when in reality anyone who helps a child or adult in need of assistance is a caregiver. During this workshop, Ms. Loverde will address the business and the rewards of caregiving. She will review how to talk about sensitive subjects and set communication ground rules, as well as how to finance for a longer life. When a loved one ages or becomes ill, first comes change, then chaos. Know how to plan ahead and where to find help. SSC will provide workshop attendees with a copy of Ms. Loverde's book, *The Complete Eldercare Planner*.

Upon completion of the presentation, attendees should be able to:

- Implement the top five eldercare to-do list.
- Identify if a loved one needs help.
- Prepare for future caregiving circumstances.
- Determine and employ available resources for caregivers.

SELF-DEFENSE WORKSHOP: S.A.F.E. FORMULA FOR EVERYONE'S DAILY PERSONAL SECURITY

Mr. Mike Hayashi

Designed for men and women, this program explores the fundamental principles of effective personal protection. Beyond common sense, you will learn what it takes to win in a high-risk situation or confrontation.

Upon completion of the presentation, attendees should be able to:

- Apply techniques learned to change signals unconsciously sent or not sent to predators.
- Utilize simple yet devastating releases, blocks and strike survivor tools and techniques.
- Identify and work with the three centers of personal security.

INVESTMENT TRENDS AND STRATEGY: NAVIGATING UNCHARTED WATERS

Mr. Darrell Cain, Page 16



Keynote available to all registered attendees.



Michelle May, M.D. is a recovered yo-yo dieter and the founder of the award-winning Am I Hungry?® Mindful Eating Program. She is the author of Eat What You Love, Love What You Eat: How to Break Your Eat-Repent-Repeat Cycle. Dr. May has appeared on Discovery Health Channel and Oprah

and Friends Radio with Mehmet Oz, and has been quoted in Fitness, Parents, Self, and other popular magazines. Her personal story appears in "Chicken Soup for the Dieter's Soul."



Since 1983, this internationally acclaimed husband and wife mentalist duo have astounded audiences in over 35 countries with their extraordinary talents. As recipients of some of the top awards in their field, Jeff and Tessa Evason are considered the top mentalist duo in the world. At the World Magic

Seminar in Las Vegas, Siegfried & Roy presented them the SARMOTI Award as their favorite act. In 2003, they received the first Mentalism Award presented by the prestigious Milbourne Christopher Foundation, and the Psychic Entertainers Association honored them with the Dunninger Award for Excellence in the Performance of Mentalism. Their stylish presentation and stunning showcase of talent has earned them the distinction of being quite simply the most amazing mind readers ever seen!



In 1989, Beth Terry, CSP, walked away from a great salary and exciting job as the National Manager of Administration for a billion dollar real estate corporation and has since presented her programs to hundreds of thousands of people in six countries. In 2002, Beth relocated to Phoenix, Arizona,

and opened Beth Terry Seminars, Inc., with her primary focus on developing resilience. In 2006, Beth achieved the highest earned designation in her profession, Certified Speaking Professional (CSP). Beth is the author of two books, numerous newspaper columns and now a blog: CactusWrangler.com.

See previous page for Mike Hayashi's bio.

EAT WHAT YOU LOVE, LOVE WHAT YOU EAT: HOW TO BREAK YOUR EAT-REPENT-REPEAT CYCLE

Dr. Michelle May

To live vibrantly, we must fuel our bodies mindfully – yet most diets are restrictive and unsustainable, leaving us feeling guilty and disappointed. This interactive, entertaining session delves much deeper than the obvious advice to “eat less, exercise more” and explores the six crucial decision points in the eating cycle. Learn real-life strategies for eating fearlessly to nourish our bodies and fuel the fulfilling life we deserve.

Upon completion of the presentation, attendees should be able to:

- Ascertain strategies for knowing when, what and how much to eat without restrictive rules.
- Identify triggers for mindless and emotional eating.
- Distinguish eating for nourishment with eating for enjoyment—*without* deprivation or guilt.



LET THE MIND GAMES BEGIN

The Evasons, Page 20

SECRETS OF SUCCESS AND RESILIENCE FROM THE CACTUS

Ms. Beth Terry

The baggage of life holds people back, wears them down, and reduces their productivity and ability to solve problems. Using real-life stories, Beth will share practical tools and tips to get attendees motivated, find perspective, laugh and learn to trust their inner core again. Based on the following fundamentals, Beth shares keys to finding the secrets of success and resilience from the cactus: Courage/Character. Attitude/Accountability. Core Strength. Trust/Teamwork. Unlimited Potential/Understanding. Sense of Humor/Sense of Pride.

Upon completion of the presentation, attendees should be able to:

- Identify how they get into overwhelm and learn tools to get themselves out.
- Discover ways to laugh their way back to health and sanity.
- Apply the keys to finding resilience and putting their excuses behind them.

SELF-DEFENSE WORKSHOP: THE GC PROCESS (“HOW TO GET CALM IN CRISIS”)

Mr. Mike Hayashi

Learn steps to harmonize with extreme fear and action-based solutions to assess, think, plan and effectively act – instead of react.

Upon completion of the presentation, attendees should be able to:

- Demonstrate an understanding of how to work with fear and panic in a crisis situation.
- List and pinpoint the vital strike points of the body.
- Identify the five steps to get calm in crisis.





Laugh 'til you cry. Learn 'til you change. These are the only rules that apply at a Bruce Christopher presentation. At the heart of it all, what separates Bruce from the pack is his outrageously funny dynamic delivery of today's hot topics. Bruce inspires audiences internationally by giving

them real, immediate solutions for change without fluff and hype. Bruce has spoken at the prestigious Million Dollar Round Table Conference, London's Royal College of Surgeons, and the Mayo Clinic. He is a practicing supervising clinical psychologist holding degrees in Professional Psychology and Interpersonal Communications. He speaks over 150 times each year and is one of today's most sought after speakers in the Fortune 500 and numerous prestigious medical and dental conferences.



Laura Kastner, Ph.D., is a clinical associate professor of psychiatry and behavioral science at the University of Washington and a nationally recognized expert on teen development and behavior. She is also a practicing clinical psychologist and co-author, with Jennifer F. Wyatt, of *The Seven*

Year Stretch: How Families Work Together To Grow Through Adolescence, *The Launching Years: Strategic Parenting from the Senior Year to College Life*, and *Getting to Calm: Cool-Headed Strategies for Parenting Teens and Tweens*.



LEAP! THE NET WILL APPEAR: SECRETS OF OPTIMISTIC POWER

Mr. Bruce Christopher, Page 23

CONQUERING THE CHALLENGES OF EVERYDAY FAMILY LIFE: ALPHA SPOUSES, LIVELY KIDS AND THE OVER-BUSY AMERICAN LIFE

Dr. Laura Kastner

As a Clinical Associate Professor of Psychiatry and Behavioral Sciences at the University of Washington and a practicing psychologist who counsels couples, children and families, Dr. Laura Kastner has seen just about every interpersonal dynamic under the sun. In this informative and engaging presentation, she will tell us how to handle the demands of our “alpha spouse” (aka the Big Kahuna), our entitled “tweens” and teens, and the stresses of our overly busy lives – without losing our minds in the process. As Dr. Kastner shares her insights garnered from years of experience, we will learn her techniques for “getting to calm” – not only as a state of mind, but also as method for better parenting of our kids and more effective communication with our spouses.

Upon completion of the presentation, attendees should be able to:

- Apply the CALM technique when a teen or “tween” pulls a fast one.
- Discover why nobody wins with Good Cop/Bad Cop.
- Explain why and how to retrain the Big Kahuna.
- Ascertain how to access the “thinking” brain and keep fear, anxiety and anger at bay during emotionally charged situations.



SYMPOSIUM PASSPORT

Attendance at any presentation, meal or social function requires a passport.

CLINICAL PROGRAM

Passport provides access to all presentations shown in the Clinical Program Grid and all social programming, including five breakfasts, three lunches, two dinner events and three late night entertainment events.

Payment on or before October 15, 2009:	\$2,395
Payment after October 15, 2009:	\$2,545

NON-CLINICAL PROGRAM

Passport provides access to all presentations shown in the Non-Clinical Program Grid and all social programming, including five breakfasts, three lunches, two dinner events and three late night entertainment events.

Payment on or before October 15, 2009:	
First attendee:	\$1,795
Additional attendees from same office:	\$1,695
Payment after October 15, 2009:	
First attendee:	\$1,945
Additional attendees from same office:	\$1,845

Five or more staff from one office: please call the SSC for special pricing.

MEALS & ENTERTAINMENT ONLY

Passport provides access to five breakfasts, three lunches, two dinner events, three late night entertainment events and five keynote speeches (Benjamin Zander, Jeffrey Gitomer, Joy Lovverde, the Evasons and Bruce Christopher). Does not include access to any other programs or workshops shown on the Program Grids.

Payment on or before October 15, 2009:	\$1,395
Payment after October 15, 2009:	\$1,545

CHILDREN

Passport provides access to five breakfasts, three lunches, two dinner events and three late night entertainment events. Children may attend the five keynote speeches (Benjamin Zander, Jeffrey Gitomer, Joy Lovverde, the Evasons and Bruce Christopher) at the discretion of the parent.

Ages 7–12:	\$495
6 and under:	Free

UP TO 27 CE CREDITS AVAILABLE



Academy of General Dentistry

Approved Pace Program

Provider FAGD/MAGD Credit

Approval does not imply acceptance by a state or provincial board of dentistry or AGD endorsement. (10/19/2007 to 9/30/2011.)

ADA CERP® | Continuing Education
Recognition Program

Seattle Study Club is an ADA CERP Recognized Provider (11/2007 to 12/2010). ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of continuing dental education. ADA CERP does not approve or endorse individual courses or instructors, nor does it imply acceptance of credit hours by boards of dentistry. Seattle Study Club designates this activity for 27 continuing education credits.

PROGRAM REGISTRATION

This is a lecture, slide and peer discussion-based program suitable for all dentists regardless of prior experience. Register online, or contact Ms. Carla Kimball to register by phone, mail or fax:

Seattle Study Club
635 Market Street
Kirkland, WA 98033
Phone: 425.576.8000
Fax: 425.827.4292
E-mail: events@seattlestudyclub.com
Online: www.seattlestudyclub.com

Please let us know if you are registering two or more individuals with different surnames (so we may seat you together at the social functions). Your registration is not confirmed without full payment in advance.

WHEN & WHERE

Monday–Saturday, January 25–30, 2010; The Phoenician Resort, Scottsdale, Arizona. The room rates range from \$329 to \$389 per night plus resort fee and tax. A three night non-refundable deposit will be charged to your credit card upon making the reservation. Call the hotel directly at 800.888.8234. If you arrive late or check out early, or you need to cancel your hotel reservation, please obtain the hotel's written agreement to avoid being charged for the full reserved stay. You are responsible for your own room and other charges at the hotel. Please be sure you understand hotel policy regarding reservation changes, and consider travel insurance if snow or bad weather may affect your travel plans.

SSC CANCELLATION & REFUND POLICY

Written notice of cancellation must be sent by certified mail to the Seattle Study Club office, 635 Market Street, Kirkland, WA 98033 on or before the dates shown below to be effective. Cancelled registrants are not entitled to receive Symposium materials and gifts (manuals, books, bags, apparel or any other items that may be provided to the attendees).

By November 30, 2009:	\$200 retained, remainder refunded.
December 1–14, 2009:	50% refunded.
After December 14, 2009:	No refund or credit for future Symposia.

The cancellation and refund policy applies regardless of the reason for cancellation, including but not limited to unforeseen personal or world events.

DISCLOSURE OF COMMERCIAL SUPPORT

The Symposium is funded in part by tuition and in part by unrestricted sponsorship funds from Nobel Biocare, Brasseler USA, 3M ESPE, Gendex Dental Systems, Dexis LLC, Imaging Sciences International, Pelton & Crane, CareCredit, Osteohealth, Millennium Dental Technologies, Inc., Benco, DSN Software, Healthcare Web Image, Cain, Watters & Associates, P.L.L.C., XCPT, FranklinCovey, Heartland Payment Systems, iConfident and Scientific Metals. As a result, The Seattle Study Club, Inc., The Seattle Study Club Journal, Inc., and/or Dr. Michael Cohen and Suzanne Cohen receive a direct or indirect financial benefit from the listed companies. Some speakers have current or past commercial affiliations (such as receiving research grants, speaking engagements, travel reimbursements, honoraria, etc.) with the companies shown below.

Dr. Edward P. Allen: Non-paid consultant for Hu-Friedy, BioHorizons, and Harvest Technologies.

Mr. Darrell Cain: Cain, Watters & Associates, P.L.L.C.

Dr. Stephen Chu: Hu-Friedy.

Dr. Sillas Duarte, Jr.: 3M ESPE, Ivoclar Vivadent, and DMG.

Mr. Jeffrey Gitomer: Buy Gitomer, Inc.

Dr. Stefano Gracis: Nobel Biocare.

Dr. Carl Misch: BioHorizons.

Dr. Avishai Sadan: Nobel Biocare, and 3M ESPE.

Dr. Maurice Salama: Nobel Biocare, Implant Innovations, Inc., Keystone Dental, Dentsply, Brasseler USA, Zimmer, Imaging Sciences, BioHorizons, 3M ESPE, Bisco, Biora, Siemens, Premier, GC America, Ivoclar Vivadent, Den-Mat, Shofu, Vident, ProDentec, Panasonic, Minolta, Kodak, Sony, Zeiss, Hu-Friedy, National Dental Network, Global Surgical, Materialise, Biolase, Belmont, Consult Pro, Stoma, XCPT, Titan Instruments, Heraeus Kulzer, Cosmedent, LED Dental, BTI, Osteohealth, Partners in Synergy™, and Dental XP.

Dr. Anthony Sclar: Osteohealth.

Dr. Eric Van Dooren: Nobel Biocare, Ivoclar Vivadent, and Anaxdent.

CLINICAL REGISTRATION

Mail or fax to Seattle Study Club, 635 Market Street, Kirkland, WA 98033 | Phone 425.576.8000 | Fax 425.827.4292

Please copy this page if additional forms are needed. By submitting a registration form, each registrant acknowledges and agrees to the terms of the cancellation and refund policy, the full text of which is shown in The Fine Print (page 32) of this brochure. The cancellation and refund policy applies regardless of the reason for cancellation, including but not limited to unforeseen personal or world events.

Name _____

[Circle One] GP OS Perio Prosth Ortho Endo Lab Other

Club Name _____

Address _____

City _____ State/Province _____ Zip _____

Home _____ Work _____

Cell _____ Fax _____

E-mail _____

Jacket Size [Circle One] Male: S M L XL XXL Female: XS S M L XL

Dietary Restrictions _____

Travel Arrangements I am staying at: The Phoenician Resort Other

CLINICAL PROGRAM TUITION

On or before October 15, 2009 \$2,395 _____

After October 15, 2009 \$2,545 _____

PAYMENT INFORMATION

Payment Type VISA MC AMEX or Check # _____

Credit Card # _____ Exp _____ CVS# _____

Name on Card _____

Billing Address for Card _____ Zip _____

MONDAY BREAKOUT SESSIONS

Please place in order of preference (1 is who you would like to see most, 6 is the least). Registrants will be assigned to two breakout sessions based on space availability.

- _____ Dr. Michael Fling
_____ Dr. Bob Margeas
_____ Dr. Harold Menchel
_____ Dr. J. William Robbins
_____ Dr. Jeffrey S. Rouse
_____ Dr. Marcos Vargas

DIRECTORS ONLY

Please choose from the following (*select one*):

- _____ Two breakouts selected above
_____ Drs. Avishai Sadan & Sillas Duarte

TUESDAY OPTIONAL CLINICAL PHOTOGRAPHY WORKSHOP

Case Acceptance with Dr. Glenn Krieger

\$595

NON-CLINICAL REGISTRATION

Mail or fax to Seattle Study Club, 635 Market Street, Kirkland, WA 98033 | Phone 425.576.8000 | Fax 425.827.4292

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Name _____

[Circle One] Spouse/Partner Staff Guest Coordinator Other

Club Name _____

Address _____

City _____ State/Province _____ Zip _____

Home _____ Work _____

Cell _____ Fax _____

E-mail _____

Jacket Size [Circle One] Male: S M L XL XXL Female: XS S M L XL

Dietary Restrictions _____

Travel Arrangements I am staying at: The Phoenician Resort Other

NON-CLINICAL PROGRAM TUITION

On or before October 15, 2009 First attendee \$1,795 _____

Additional attendees from same office # _____ @ \$1,695

After October 15, 2009 First attendee \$1,945 _____

Additional attendees from same office # _____ @ \$1,845

Five or more staff from one office: please call the SSC for special pricing.

PAYMENT INFORMATION

Payment Type VISA MC AMEX or Check # _____

Credit Card # _____ Exp _____ CVS# _____

Name on Card _____

Billing Address for Card _____ Zip _____

MONDAY BREAKOUT SESSIONS

Please choose the guided hike or place the clinical breakout sessions in order of preference (1 is who you would like to see most, 6 is the least). Registrants will be assigned to two breakout sessions based on space availability.

_____ McDowell-Sonoran Preserve Hike

OR

_____ Dr. Michael Fling

_____ Dr. Bob Margeas

_____ Dr. Harold Menchel

_____ Dr. J. William Robbins

_____ Dr. Jeffrey S. Rouse

_____ Dr. Marcos Vargas

WEDNESDAY BREAKOUTS

_____ Self Defense Workshop

OR

_____ Speaker Showcase

MEALS & ENTERTAINMENT ONLY PROGRAM

On or before October 15, 2009 \$1,395 _____

After October 15, 2009 \$1,545 _____

CHILDREN

(Ages 7-12) # _____ @ \$495

Name _____

Name _____



SEATTLE STUDY CLUB
Cultivating Excellence in Comprehensive Dentistry

